IN THE CLAIMS

Please amend the following claims which are pending in the present application:

1 - 9.   (Canceled)

10.   (Currently amended)   A method for serving an advertisement on a World Wide Web site, comprising:

serving a brand component associated with a sponsor on a first Web page;

serving a small form of an advertisement associated with said sponsor on a second Web page; and

serving a large form of an advertisement associated with said sponsor on a third Web page.

11-12. (Cancelled)

13.   (Currently amended)   The method of claim 10, further comprising:

providing an indication of an opportunity to view said large form of said advertisement; and

receiving an indication of a willingness to view said <u>large form of said</u>

advertisement.

14. (Previously presented) The method of claim 10, further comprising:

serving a fourth Web page requesting confirmation of a viewing of at least

one of said brand component, said small form of said advertisement and said

large form of said advertisement.

15. (Previously presented) The method of claim 14, wherein said Web page

requesting confirmation is displayed for a fixed period of time.

16-19. (Cancelled)

20. (Previously presented) The method of claim 10, wherein said large form

of said advertisement is scrolled on the third Web page.

21. (Cancelled)

22.   (Currently amended)   A system for serving an advertisement on a World Wide Web site, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

serve a brand component associated with a sponsor in a first Web page;

serve a small form of an advertisement associated with said sponsor in a second Web page; and

serve a large form of an advertisement associated with said sponsor in a third Web page.

23.   (Currently amended)   A computer readable storage medium for use in a server hosting a World Wide Web site, the computer readable medium storing a computer program comprising:

computer readable means for providing a brand component associated with a sponsor in a first web page;

computer readable means for providing a small form of an advertisement associated with said sponsor in a second web page;

~~computer-readable means for~~ providing a large form of ~~said~~ an

advertisement <u>associated with a sponsor</u> in a third web page; and

~~computer-readable means for~~ serving each of the brand component, small

form of the advertisement and the large form of the advertisement.

24 - 27.   (Cancelled)

28.   (Currently amended)   A method for serving an advertisement on a

World Wide Web site, comprising:

serving a first Web page having a brand component <u>associated with a</u>

<u>sponsor</u>; and

serving a second Web page having a first form of an advertisement

<u>associated with said sponsor, wherein the second Web page is sized based on the</u>

<u>first form of the advertisement and wherein the second Web page is not resizable</u>

<u>by a viewer using browser software</u> ~~such that said first Web page is not viewable~~

~~to said viewer~~.

29-31. (Cancelled)

32. (Currently amended) A method for serving an advertisement on a World Wide Web site, comprising:

serving a first Web page having a first form of an advertisement associated with a sponsor; and

serving a second Web page having a second form of said advertisement associated with said sponsor, wherein the second Web page is sized based on the first form of the advertisement and wherein the second Web page is not resizable by a viewer using browser software~~such that said first Web page is not viewable to said viewer~~.

33 - 34. (Cancelled)

35. (Original) The method of claim 32, wherein said first Web page is configured so that it is displayed full screen when it is displayed on a user device.

36. (Cancelled)

37. (Currently amended) A method for serving an advertisement on a World Wide Web site, comprising:

serving a first window having a brand component associated with a

sponsor; and

serving a second window having a first form of an advertisement

associated with said sponsor, wherein the second window is sized based on the

first form of the advertisement and wherein the second window has a fixed

size~~such that said first window is not viewable to said viewer~~.

38-40. (Cancelled)

41.   (Currently amended)   A method for serving an advertisement on a

World Wide Web site, comprising:

serving a first window having a first form of an advertisement associated

with a sponsor; and

serving a second window having a second form of said advertisement

associated with said sponsor, wherein the second window is sized based on the

first form of the advertisement and wherein the second window has a fixed

size~~such that first window is not viewable to said viewer~~.

42 - 43.   (Cancelled)

44.   (Original)   The method of claim 41, wherein said first window is configured to be displayed full screen when it is displayed on a user device.

45.   (Original)   The method of claim 41, wherein said second window is configured to be displayed full screen when it is displayed on a user device.

46-55. (Cancelled)

56.   (Currently amended)   The method of claim 10, wherein at least one of the following occurs:

said brand component is displayed for a fixed period of time;

said small form of said advertisement is displayed for a fixed period of time; and

said large form of said advertisement is displayed for a fixed period of time.

57.   (Original)   The method of claim 10, further comprising at least one of the following:

receiving an indication of a confirmation of a viewing of at least one of

said brand component, said small form of said advertisement, and said large

form of said advertisement; and

receiving an indication of a willingness to view at least one of said brand

component, said small form of said advertisement, and said large form of said

advertisement.